

## CELEBRATING COMMUNITY FOR OVER 30 YEARS

Drawing crowds of nearly 40,000 people, Celebrate! West Hartford is an annual two-day outdoor festival for the whole family. Since 1987, businesses have been engaging with the greater-Hartford community at Celebrate! West Hartford in a friendly and fun atmosphere unlike any other.

- Award-winning Arts & Crafts Fair
- Carnival Rides & Amusements
- 50+ Sponsor Exhibitors
- 70+ Non-profit Organizations
- 25+ Food Court Vendors
- Live music
- Road Races

### BE A SPONSOR!

Sponsorships help to offset the costs of producing Celebrate! West Hartford. With sponsor support, admission and many of the attractions are free for all visitors.

All sponsors are invited to exhibit during the festival.

- Tented booth, table & chairs provided
- Promotional purposes only (no selling)
- Subject to approval by CWH Committee

*“Celebrate! West Hartford is an event we look forward to each June. Being seen in the community by thousands of attendees from West Hartford and the surrounding communities is a great opportunity to reach potential customers.*

*It is a fun and festive atmosphere to have conversations with people and be able to answer questions in a friendly and casual environment.*

*We are proud of being part of this community and the support it gives to local business. ”*

Daniel Aloï  
Mathnasium

For more information and  
**Sponsorship Application**  
contact:

Linda Geisler  
Event Director  
Celebrate! West Hartford  
50 South Main Street, Rm 128  
West Hartford, CT 06107

O: 860-561-7512

E: [Linda.Geisler@WestHartfordCT.gov](mailto:Linda.Geisler@WestHartfordCT.gov)

[www.CelebrateWestHartford.com](http://www.CelebrateWestHartford.com)



June 10 & 11, 2017

## SPONSORSHIP OPPORTUNITIES

- Build community relationships
- Meet face-to-face with potential & existing customers
- Promote your business to thousands of Hartford-area residents

**BEST OF**  
**Hartford**  
**MAGAZINE**

[www.CelebrateWestHartford.com](http://www.CelebrateWestHartford.com)



## EXCLUSIVE SPONSORSHIPS

Limited to one sponsor each. Call for availability.

### PRESENTING SPONSOR

- ALL BENEFITS OF DIAMOND SPONSORSHIP PLUS...
- Prime positioning of banner and logo on all Festival, Arts & Crafts and Road Race ads, posters, programs, website & social media pages
- Multiple thank you announcements from Stage
- Press release announcing sponsorship

**Contribution: \$10,000**

### STAGE SPONSOR

- ALL BENEFITS OF DIAMOND SPONSORSHIP PLUS...
- Acknowledgement in press release
- Corporate banner hung at stage
- Multiple thank you announcements from Stage

**Contribution: \$6,000**

### ARTS & CRAFTS FAIR SPONSOR

- ALL BENEFITS OF DIAMOND SPONSORSHIP PLUS...
- Acknowledgement in press release
- Corporate banner and tent may be located in Arts & Crafts area
- Logo on separate Arts & Crafts Fair Program and Arts & Crafts ads

**Contribution: \$6,000**

### SPECIAL ACTIVITY SPONSORS

- Each of the sponsorships below receives ALL BENEFITS OF RUBY SPONSORSHIP PLUS...
- Acknowledgment in press release
- Corporate banner positioned near attraction

**Contribution: \$2,900 each**

**STEP-UP-TO-HEALTH:** Organized by West Hartford Leisure Services, participants visit six booths to complete health-oriented activities and earn a prize. Sponsor logos on booth signs and Step-Up-To-Health map.

**HORSE-DRAWN TROLLEY:** Festival goers can enjoy free trolley rides through WH Center. Sponsor banner hung from trolley.

**PONY RIDE & PETTING FARM:** Children of all ages are invited to interact with gentle and friendly farm animals. Sponsor banner hung nearby.

## FESTIVAL SPONSORSHIPS

### DIAMOND SPONSOR

- Exhibitor Booth: Prime location, up to 10'x20' upon request, tented, with tables & chairs
- Corporate banner hung prominently in festival
- Sponsor thank you announcement from Stage
- Logo<sup>1</sup> on Sponsor ads<sup>2</sup>, programs & posters
- Logo<sup>1</sup> on CWH website linked to sponsor website
- Thank you on social media specific to your company
- Business name listed on A-frame sign

**Contribution: \$5,700**

### RUBY SPONSOR

- Exhibitor Booth: Prime location, 10'x10' tented, with table & chairs
- Logo<sup>1</sup> on Sponsor ads<sup>2</sup> & programs
- Logo<sup>1</sup> on CWH website linked to sponsor website
- Thank you on social media specific to your company
- Business name listed on A-frame sign

**Contribution: \$2,700**

### SAPPHIRE SPONSOR

- Exhibitor Booth: 10'x10' tented, with table & chairs
- Logo<sup>1</sup> on Sponsor ads<sup>2</sup> & programs
- Logo<sup>1</sup> on CWH website linked to sponsor website
- Group thank you on social media
- Business name listed on A-frame sign

**Contribution: \$1,400**

Media, In-kind and Cash donors will be recognized according to giving level based on value of contribution.

## ROAD RACE SPONSORSHIPS

### GOLD SPONSOR

- Exhibitor Booth: Prime location, up to 10'x20' upon request, tented, with tables & chairs
- Corporate banner hung in festival
- Sponsor thank you announcement from Stage
- Logo<sup>1</sup> on the back of the official Road Race t-shirt, sponsor ads, programs, website & posters
- Sponsors committed by Jan 31 will have logo<sup>1</sup> on Race ads<sup>2</sup> & postcards
- Thank you on social media specific to your company
- Business name listed on A-frame sign

**Contribution: \$6,000**

### SILVER SPONSOR

- Exhibitor Booth: Prime location, 10'x10' tented, with table & chairs
- Logo<sup>1</sup> on the back of the official Road Race t-shirt, sponsor ads, programs and website
- Sponsors committed by Jan 31 will have logo<sup>1</sup> on Race ads<sup>2</sup> & postcards
- Thank you on social media specific to your company
- Business name listed on A-frame sign

**Contribution: \$3,000**

### BRONZE SPONSOR

- Exhibitor Booth: 10'x10' tented, with table & chairs
- Logo<sup>1</sup> on the back of the official Road Race t-shirt, sponsor ads, programs and website
- Sponsors committed by Jan 31 will have logo<sup>1</sup> on Race ads<sup>2</sup> & postcards
- Group thank you on social media
- Business name listed on A-frame sign

**Contribution: \$1,500**

<sup>1</sup> Logos will be sized and positioned by giving level. Logos must be received by April 15 to guarantee inclusion in ads, programs & website. Please provide digital logo files—high resolution, black & white AND color files in JPEG format preferred.

<sup>2</sup> Ads will appear in special pull-out sections of the Hartford Courant, WH News, WH Press.